



## **38<sup>th</sup> NAAEE Professional Development Conference**

Hosted by



**Los Angeles Branch—Federal Reserve Bank of San Francisco  
950 S. Grand Avenue  
Los Angeles, CA 90015**

**Hotel: Sheraton Grand Los Angeles, 711 South Hope Street, Los Angeles, CA 90017**

### **Tuesday, February 27, 2018**

Sheraton Grand Los Angeles - Lobby

3:00 – 6:00            CEE/NAEE Conference Committee

### **Wednesday, February 28, 2018**

Los Angeles Branch—Federal Reserve Bank of San Francisco  
San Diego Conference Room  
950 S. Grand Avenue  
Los Angeles, CA 90015

9:00 – 4:00            CEE/NAEE Conference Committee  
Lunch Compliments of the Federal Reserve Bank of San Francisco

4:30 – 6:00            NAEE Executive Committee

6:30 – 8:00            CCEE Board Member hosted Cocktail Reception  
@ Jonathan Club  
545 S. Figueroa Street  
Los Angeles, CA 90071

Hosted by: Asha Joshi, Managing Director  
Payden & Rygel Investments  
CCEE Incoming Board Chair

## Thursday, March 1, 2018

Los Angeles Branch—Federal Reserve Bank of San Francisco  
LA Conference Room (unless otherwise noted)  
950 S. Grand Avenue  
Los Angeles, CA 90015

**7:45 – 8:30**

### **Breakfast**

Compliments of the Federal Reserve Bank of San Francisco

**8:30 – 9:00**

### **Welcome**

**Susan Doty**, NAEF President, Center Director, University of Texas - Tyler

**Steve Smith**, California Council for Economic Education, Board Chairman

**9:00 – 10:20**

### **Panel Discussion**

**“What’s New in Econ and Personal Finance Ed Research?”**

**Moderator: Joshua Mitton, MA**, California Council for Economic Education, Director of Programs

**Radha Bhattacharya, Ph.D., and Andrew Gill, Ph.D.**, Cal State University Fullerton, “The Integration of Financial Literacy Curriculum in a High School Econ Class,” published in Journal of Consumer Affairs, 2015

**Melody Harvey, Doctoral Fellow**, Pardee RAND Graduate School; Assistant Policy Researcher, RAND Corporation  
“The Impact of State-Mandated Personal Finance Courses on Students’ College Choices.”

**Jamie Wagner, Ph.D.**, Director, Center for Economic Education, University of Nebraska at Omaha  
“Family Matters: Financial Literacy and the Incoming College Freshmen”

**Andrea Hassler, Ph.D.**, Assistant Director of Research, GFLEC @ George Washington University  
“Financial Fragility and Literacy of Millennials”

### **Q&A**

- 10:20 – 10:30      **Membership Committee Activity**
- 10:30 – 10:45      **Networking Break**
- 10:45 – 11:15      **NGPF: Ditch the Google Search Process and Find High Quality Personal Finance Resources Faster**
- During this workshop, educators will complete a Scavenger Hunt using the Next Gen Personal Finance (NGPF) website. From a comprehensive semester course to individual resources, such as a curated video library, 40+ interactive games, over 200 activities and Questions of the Day, educators will see why over 5,000 teachers in all fifty states are coming to rely on NGPF as their "one-stop shop."
- Presenter: Tim Ranzetta**, Founder, Next Gen Personal Finance
- 11:15 – 12:05      **Developing Partnerships and Opportunities - Foundation for Teaching Economics ([www.fte.org](http://www.fte.org))**
- The FTE staff will provide an overview of its economic education programming and highlight partnership opportunities for Councils and Centers. Additionally, the FTE will highlight one of its newest interactive classroom teaching activities.
- Presenters:**  
**Ted Tucker**, Executive Director, FTE  
**Donald Fell**, Program Director, FTE  
**Debbie Henney**, Curriculum Director, FTE
- 12:05-1:15      **Lunch**  
 Compliments of the California Council on Economic Education
- Topic: Causes and Consequences of Rising Income Inequality (speaking 12:15-1:15)
- The increase in U.S. income inequality since 1970 largely reflects gains made by households in the top 20% of the income distribution. Estimates suggest that households outside this group have suffered significant losses from foregone consumption, measured relative to a scenario that holds inequality constant. A substantial mitigating factor for the losses has been the dramatic rise in government redistributive transfers, which have doubled as a share of U.S. output over the same period.
- Guest Speaker, **Kevin Lansing**, Macroeconomic Research Advisor, Federal Reserve Bank of San Francisco

1:15 – 1:30

**Award Presentation**

James O’Neill Economic Education Multiplier Award. Presented by  
NAEE President Susan Doty

1:30 – 2:40

**Concurrent Sessions:**

**A. #FinancialGoals: Fundraising for Financial and Econ Ed**

**Moderator: Allysunn Walker-Williams**, CEO, CA Council on  
Economic Education

**Panelists:**

**Michele Broadnax**, CEO, Broadnax Development Associates

**Raul Bustillos**, SVP, Community Relations & CRA, Bank of America

**John Garcia**, Ed.L.D., Program Officer, Education, California  
Community Foundation

**B. FRED: Active Learning with Data (San Diego/Phoenix  
Conference Room)**

This hands-on workshop introduces educators to using FRED in the classroom. FRED is a free set of online tools provided by the Federal Reserve Bank of St. Louis that allows users to find, graph, transform, map, and download economic time series. This workshop guides professors through two activities: (a) building graphs for purposes of adding value to lectures and (b) developing active learning pedagogies around an economic forecasting game. The workshop demonstrates how to access a variety of FRED features, and also how to use data to increase student comprehension of economic concepts by connecting numeracy and analytical skills.

**Presenters:**

**Mark Bayles**, Senior Economic Education Specialist

**Diego Mendez-Carbajo**, Professor of Economics, Illinois  
Wesleyan University

2:40 – 2:55

**Networking Break**

2:55 – 4:00

**Panel Discussion**

“Shaky Ground: K-12 Personal Finance and Economic Education Legislation”

**Moderator: Karen Anderson**, CCEE Executive Committee Member, former Chair of CA Jump\$tart Coalition

**Panelists:**

**Chris Caltabiano**, National Director of Programs, Council for Economic Education

**Elena Zee, MBA**, President and CEO, Arizona Council on Economic Education

**Fred Jones, JD**, Legislative Analyst

**Jim Charkins, PhD.**, Director, CSU San Bernardino Center for Economic Education

4:00 – 5:00

**Table Talk Presentations:**

PICK 2 (30 minutes each):

**Technology** – Derek D’Angelo, President and Chief Academic Officer, Michigan Council on Economic Education

**Program Evaluation** – Cynthia Harter, Center Director, Eastern Kentucky University Center

**Creative Marketing** – Selena Swartzfager, President, MS Council on Economic Education

**Economics Teacher Certification Program** - Greg Fisher, Co-Chair of CASSET, the CA School Economics Teachers Association and CCEE Board Member

**Flemings**

**800 West Olympic Blvd.**

**Los Angeles, CA 90015**

6:30 – 8:30

**Reception and Dinner (cash bar)**

Sponsored by: Council for Economic Education, California Council for Economic Education, Foundation for Teaching Economics, Next Gen Personal Finance, and Japan Council for Economic Education

## Friday, March 2, 2018

Los Angeles Branch—Federal Reserve Bank of San Francisco  
LA Conference Room (unless otherwise noted)  
950 S. Grand Avenue  
Los Angeles, CA 90015

7:30 - 8:15            **NAEE Committee meetings** (look for the table hosting the committee on which you wish to serve)

**Awards** – Marsha Masters  
**International** – Elena Zee  
**Marketing/membership** – Daniel Seralde  
**Educational Resources** – James Wilcox  
**Research** – Cynthia Harter  
**Technology** – Shelby Frost  
**Spring Conference Committee** – Selena Swartzfager

7:30 – 8:15            **Breakfast**  
Compliments of the Federal Reserve Bank of San Francisco

8:10 - 8:15            **CCEE Programs Video**

8:15 – 9:45            **What's New at the FED?**

**Moderator: Andrew Hill**, Economic Education Advisor, Federal Reserve Bank of Philadelphia

**Atlanta** – Lesley Mace  
**Dallas** – Princeton Williams  
**Richmond** – Sarah Gunn  
**St. Louis** – Scott Wolla  
**San Francisco** – Lorraine Thayer  
**Philadelphia** – Andrew Hill

9:45 – 10:00           **Networking Break**

10:00 – 11:00

## Concurrent Sessions:

### A. How can CEE and Affiliates work better together in the coming year?

During this session, the relationship between the Council for Economic Education (CEE) and Affiliates will be discussed, pulling from the recent survey conducted by CEE.

**Presenter: Nan Morrison**, President & CEO, Council for Economic Education

### B. Networking Break (Grand Meeting Room)

Conference participants not wishing to be part of the conversation between CEE and Affiliates may choose to attend this networking break where free conversation re: economics and personal finance education will flow. This session is not moderated.

11:00 – 11:45

## Public Choice and the 2018 Elections

An introduction to public choice economics and applications to public policy. Key terms will be explained and public choice analysis will be used to explain the rational behavior of politicians and bureaucrats. The private sector and public sectors will be compared and contrasted.

**Presenter: Ninos Malek, Ph.D**

Department of Economics, San Jose State University

Department of Economics, De Anza College, [www.ninosmalek.com](http://www.ninosmalek.com)

Incoming Director, Center for Econ Ed, San Jose State University

11:45 – 12:00

## Evaluations & Official Adjournment

<https://www.surveymonkey.com/r/NAEE2018> - please complete no later than March 10.

## THANK YOU TO OUR SPONSORS



## **James O'Neill Economic Education Multiplier Award**

### **Mary C. Suiter, Ph.D.**



Mary Suiter has been active in economic education for 33 years. She is currently an assistant vice president and economic education officer at the Federal Reserve Bank of St. Louis, where she has been responsible for developing online programming for use with preK through adult audiences. Before taking the position at the St. Louis Fed, she had a 20 year career at the Center for Entrepreneurship and Economic Education at the University of Missouri-St. Louis.

Currently, the St. Louis Fed offers more than 400 online economics and personal finance courses, videos, podcasts, readings, and lessons. In 2016 and 2017, there were 1 million student enrollments in the St. Louis Fed's online courses and videos, and the print resources were downloaded more than 500,000.

She served on the writing committee for the first edition of the Voluntary National Content Standards in Economics and the National Standards for Financial Literacy. She has authored, co-authored, and edited numerous social studies and personal finance curricula, including *Financial Fitness for Life: Steps to Financial Fitness*, *Focus: Middle School World Geography*, *The Great Depression Curriculum*, *Money Math: Skills for Life*, *Cards, Cars, and Currency*, and *It's Your Paycheck*. She has published papers and book chapters.

Suiter has conducted workshops on economics and personal finance for teachers across the United States. She served as co-faculty for the Council on Economic Education's international Train the Trainer program, and taught teachers in numerous countries. She along with Bonnie Meszaros and Sarapage McCorkle developed the Train the Writers program. Suiter and Meszaros have delivered this program more the 20 times reaching teachers throughout the world.

Suiter received her B.S. in economics from the University of Missouri–St. Louis, her M.A. in economic education from the University of Delaware, and her Ph.D. in Teaching and Learning from the University of Missouri–St. Louis. She is a past president of the National Association of Economic Educators and has received the Association's Bessie B. Moore Service Award in 1996, its Patricia K. Elder International Award in 2010, and its Technology Award in 2015.



## Conference Presenters/Panelists



1<sup>st</sup> row (L to R): Karen Anderson, Mark Bayles, Radha Bhattacharya, Michelle Broadnax

2<sup>nd</sup> row (L to R): Raul Bustillos, Chris Caltabiano, Jim Charkins, Derek D'Angelo

3<sup>rd</sup> row (L to R): Susan Doty, Donald Fell, Greg Fisher, John Garcia

4<sup>th</sup> row (L to R): Sarah Gunn, Cynthia Harter, Melody Harvey, Andrea Hassler

## Conference Presenters/Panelists



1<sup>st</sup> row (L to R): Debbie Henney, Andrew Hill, Fred Jones, Kevin Lansing  
2<sup>nd</sup> row (L to R): Lesley Mace, Ninos Malek, Diego Mendez-Carbajo, Joshua Mitton  
3<sup>rd</sup> row (L to R): Nan Morrison, Tim Ranzetta, Steve Smith, Selena Swartzfager  
4<sup>th</sup> row (L to R): Lorraine Thayer, Ted Tucker, Jamie Wagner, Allysun Williams

## Conference Presenters/Panelists



1st row (L to R): Princeton Williams, Scott Wolla, Elena Zee

Wi-fi access – each attendee will receive a wi-fi card to use during the conference. It should be turned in to the Federal Reserve Bank at the conclusion of the conference.

### NAEE Executive Committee

President: Susan Doty, Center for Economic Education and Financial Literacy at The University of Texas at Tyler

President-elect: Julia Heath, Economics Center, University of Cincinnati

Treasurer: Jennifer Davidson, Nebraska Council on Economic Education

Past President: Selena Swartzfager, Mississippi Council on Economic Education

#### Center Representatives:

Abdullah Al-Bahrani, Northern Kentucky University Center (20)

Susan Reilly, Florida State College at Jacksonville Center (19)

Shelby Frost, Georgia State University Center (18)

#### Council Representatives:

Derek D'Angelo, MI Council on Economic Education (20)

Elena Zee, AZ Council on Economic Education (19)

Jennifer Davidson, Nebraska Council on Economic Education (18)

#### At-Large Representative:

Andrew Hill, Federal Reserve Bank of Philadelphia (19)

#### CEE Board Representatives ex-officio on NAEE board

Susan Doty (also elected member) and Jeff Sanson

#### Ex-officio NAEE Board Members:

Kim Sosin, NAEE Executive Secretary

## **NAEE Committees/Chairs**

**Awards and Professional Recognition** Committee - shall advise and make recommendations to the Executive Committee on the recognition of outstanding contributions of research, leadership, service and international contributions to economic education.

Rita Littrell and Marsha Masters, Co-chairs

**Fall Conference** Committee - shall organize and make recommendations to the Executive Committee on the Associations' annual fall meeting. The Conference committee will assist the Council for Economic Education in the planning of the annual conference.

Mary Ann Hewitt and Gary Stone, Co-chairs

**International** Committee shall advise and make recommendations to the Executive Committee on ways to foster cooperation and build ties between the Association and professional economic educators in other countries and increase the presence of international content in Association programs and publications.

Hugo Eyzaguirre, Chair

**Marketing and Membership** Committee - shall advise and make recommendations to the Executive Committee on promoting NAEE to potential new members and raising the visibility of NAEE.

Patty Palmer, chair

**Professional Development and Spring Conference** Committee - shall advise and make policy recommendations to the Executive Committee regarding ways to enhance the professional skills of all members of the network, including planning and advising on the NAEE spring professional development conference.

Allysun Walker-Williams and Selena Swartzfager, Co-Chairs

**Educational Resources** Committee - shall review and make recommendations to the Executive Committee regarding economic education print and online materials, including future publications and/or updates of current curricula of the Council for Economic Education at their initiative, and endorsement of economic education curricula.

Ruth Cookson and James Wilcox (Co-Chairs)

**Research** Committee - shall advise and make recommendations to the Executive Committee on existing or future economic education research directions and opportunities for Association members.

Cindy Harter, Chair

**Technology and Social Media** Committee - shall advise and make policy recommendations to the Executive Committee regarding ways to enhance the work of the network through the use of technology and social media.

Shelby Frost and Kim Holder, Co-chairs